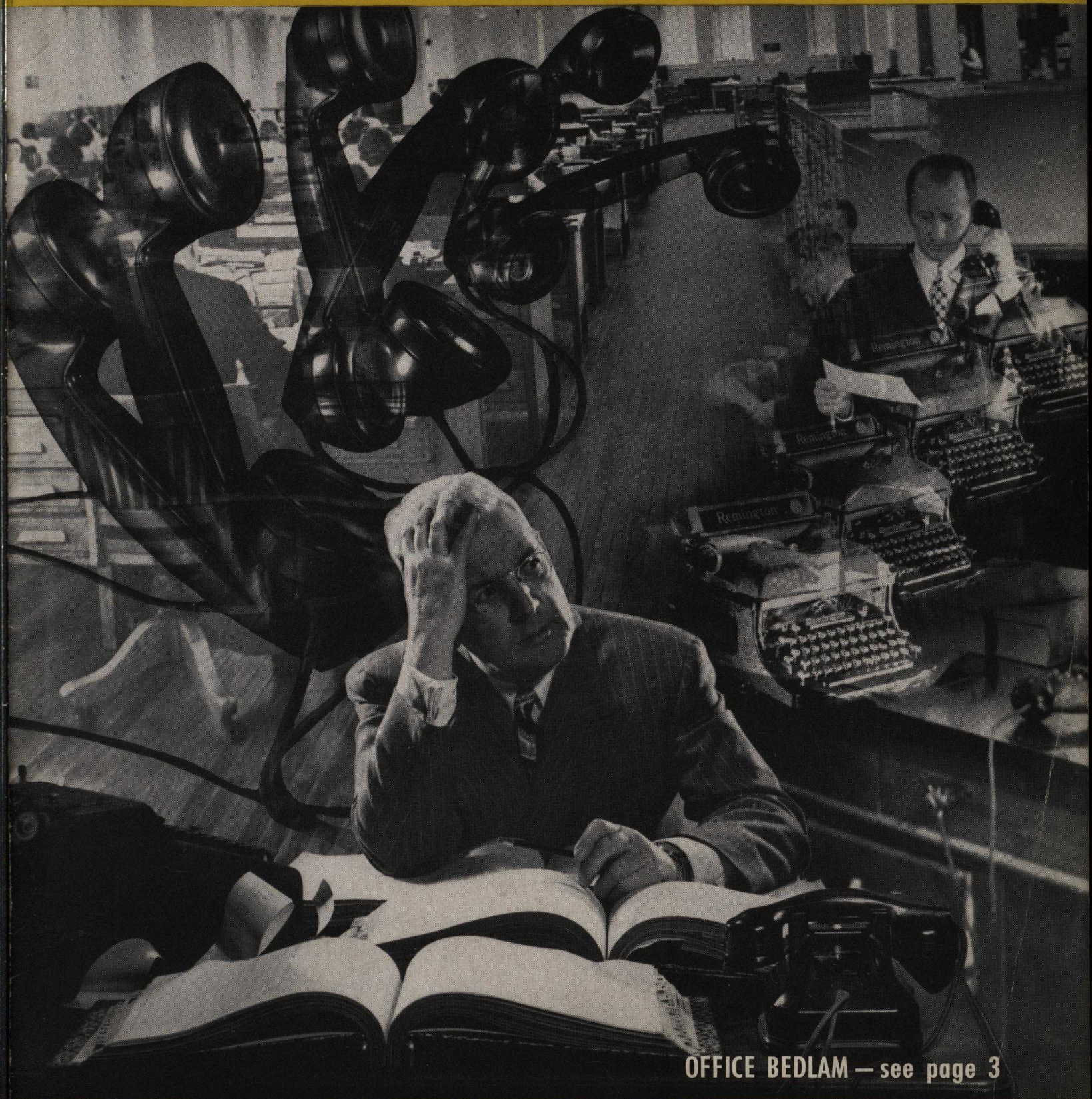


# SOUND **BUSINESS**

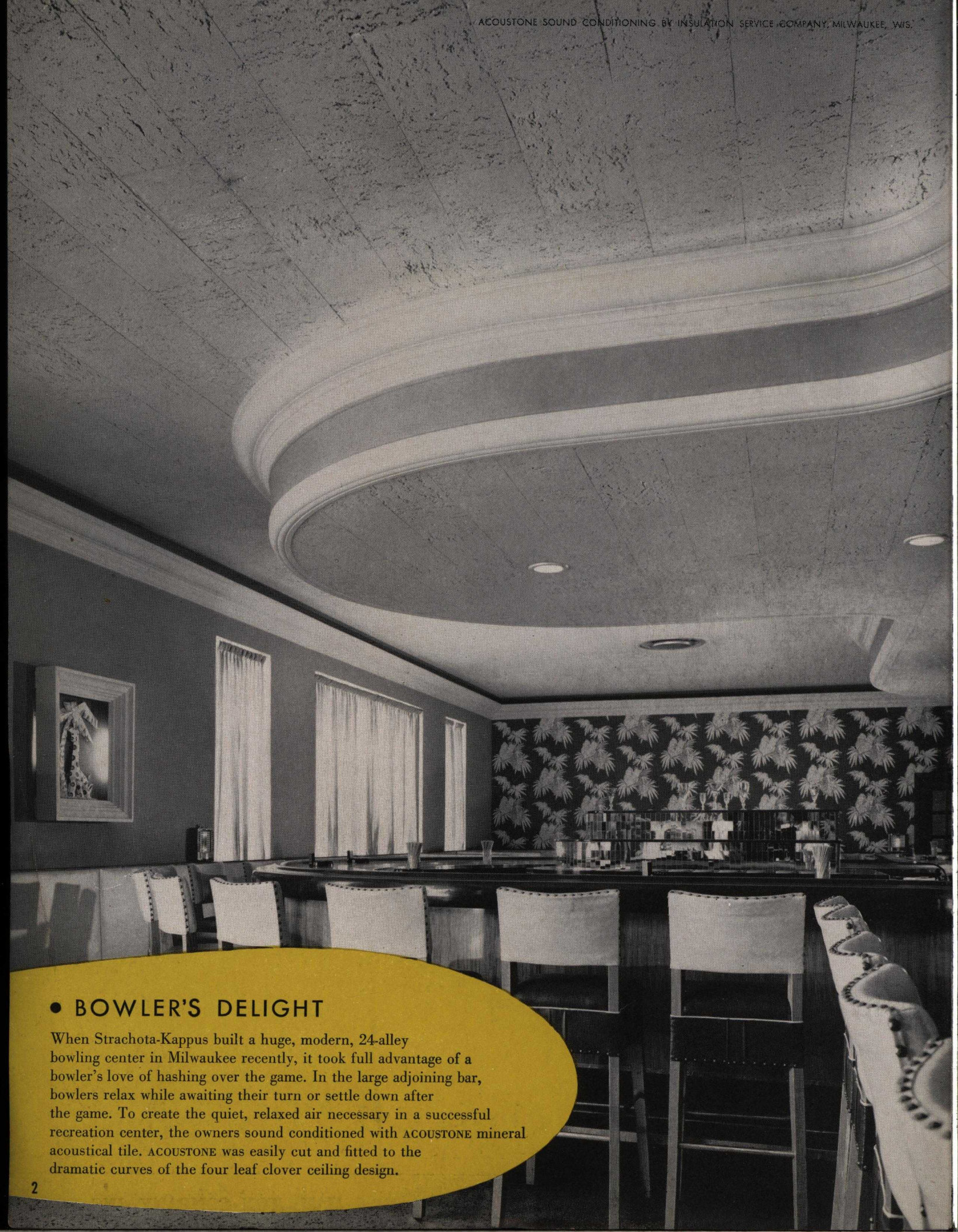


OFFICE BEDLAM — see page 3

MARCH, 1948

HAMILTON COMPANY, INC.

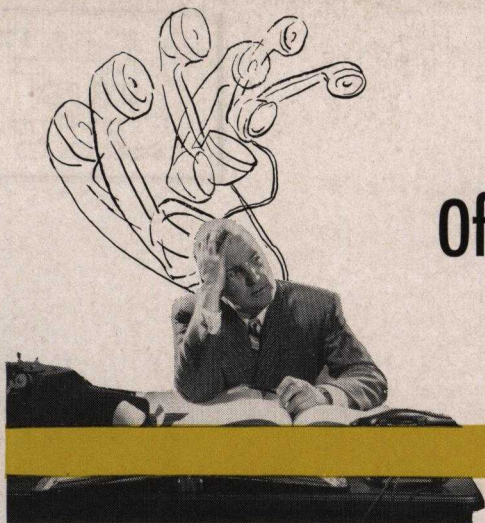




## • BOWLER'S DELIGHT

When Strachota-Kappus built a huge, modern, 24-alley bowling center in Milwaukee recently, it took full advantage of a bowler's love of hashing over the game. In the large adjoining bar, bowlers relax while awaiting their turn or settle down after the game. To create the quiet, relaxed air necessary in a successful recreation center, the owners sound conditioned with ACOUSTONE mineral acoustical tile. ACOUSTONE was easily cut and fitted to the dramatic curves of the four leaf clover ceiling design.





## Office bedlam returns to order with SOUND CONDITIONING



Teletype clatter is reduced to a low level by using AUDITONE on the walls as well as on the ceiling.

AUDITONE provides essential comfortable hearing conditions for close-quartered reservation clerks.

AUDITONE SOUND CONDITIONING BY ANNING-JOHNSON COMPANY, CHICAGO, ILL.

**B**EFORE Pan American World Airways in Chicago moved into new headquarters on Michigan Avenue, its offices formed a bedlam of conflicting sounds. Voices, phone bells, buzzers, typewriters, all mingled in a rising confusion of noise.

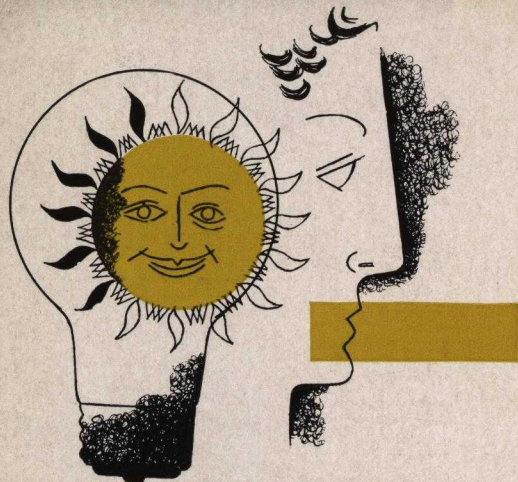
This high noise level, which makes concentration difficult, increases the possibility of error and produces a drain on employee efficiency, was not brought under control by the carpeting which had been installed to absorb sound.

So when Pan American planned a new Chicago headquarters, sound conditioning with AUDITONE fiber acoustical tile was one of the main features of the new plan. AUDITONE covers the entire ceiling of the main business rooms, where eleven reservation clerks work at close proximity and eight other employees do desk work that also requires careful concentration.

In the adjacent clattering teletype room, AUDITONE has been used both on ceiling and wall surfaces to reduce reverberation. In the district manager's office, AUDITONE on the walls provides an interesting, modern, patterned background to a series of colorful photographs. In all areas, marked improvement in hearing conditions has been commented on by employees.







# Light and quiet GO HAND

**T**HE ever-changing "last word" on lighting—presented in the most dramatic and colorful manner—is to be found in a new lighting demonstration building in Cleveland.

Organized for quick visual presentation of the techniques of lighting for a particular field such as a drug store, a department store, a night club, the building gives the visitor a chance actually to experience the benefits of better lighting practice in on-the-spot store and home set-ups.

In planning the new building, emphasis was given to integrating lighting with architecture, decoration and appointments. For instance, not only correct light intensity but skillfully mixed colored light is used to play up the beauty of construction or decorative materials. Air conditioning, several types of sound conditioning and lighting are all integrated as in actual operating conditions.

Every week, hundreds of business visitors begin a tour through the building at the handsome reception center, which is lighted by free form ceiling coffers (shown on the opposite page). Here ACOUSTONE mineral acoustic tile was used as the ceiling material and was easily cut and fitted to form the curved cove. Because the square-edged, irregularly-fissured ACOUSTONE creates no definite ceiling pattern, a pattern can be established

in the ceiling design itself.

From the reception area, the visitor goes on to various display areas, meeting rooms, model stores and home rooms that serve as practical demonstration classrooms. Each room has two exits to facilitate movement in and out, as several groups may be viewing the building at one time. Sound conditioning makes possible the handling of large groups in small areas.

One room, a sample electric wholesale outlet (shown at the far right), had been used for demonstrations before sound conditioning was installed and was described as reverberating "like the inside of a barrel." After the installation of sound conditioning, the demonstration quality of the room was raised considerably because of improved hearing conditions.

Here, also, the lack of pattern of the unbeveled tile proved useful. The tiles were easily cut and fitted along the edge of the ceiling to adjust to the room boundaries which were not squared up.

In many of the store areas, methods of changing lighting seasonally or to fit new displays are demonstrated. In the drug store (shown below) and electric shop, ACOUSTONE forms a plain, unpatterned ceiling background that does not conflict with patterns of lighting.



In the model drug store, fluorescent lights are suspended from a long ceiling track and may be frequently re-positioned to light special displays. Ceiling track is set flush with ACOUSTONE mineral tile.



Unusual painted design for a night club has been painted right on the marble-like surface of the ACOUSTONE ceiling. Fluorescent paint provides special dramatic effects when black light is turned on.



D IN HAND IN PLANNING

## MODERN BUSINESS INTERIORS

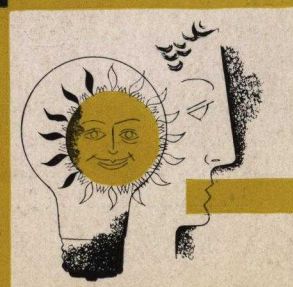


Dramatic stairway leads the visitor back to the reception center from demonstration rooms below. ACOUSTONE here provides an all-over textured ceiling background—with no distracting beveled edges to spoil the effectiveness of the unusually formed lighting coffers.

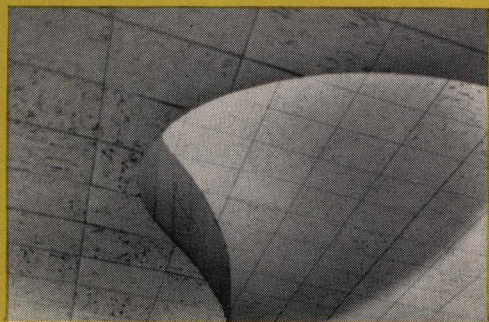


To avoid the appearance of a forest of fixtures that would confuse any buyer in an electric shop, fixtures are concealed behind doors, then pulled out along a ceiling trolley for individual consideration.

ACOUSTONE SOUND CONDITIONING BY H. A. ERF  
ACOUSTICAL CO., CLEVELAND, OHIO.







Note how easily ACOUSTONE has been cut and shaped to create the unusual flowing curved ceiling recess that gives the room its dramatic air.



ACOUSTONE SOUND CONDITIONING BY THE PORTER-TRUSTIN COMPANY OMAHA, NEB.



## uxury setting for luxury sales

**R**EALIZING the psychological value, in selling furs, of creating a quiet, unhurried atmosphere for the consideration of such an important purchase, Marle Furs of Omaha recently sound conditioned with ACOUSTONE mineral acoustical tile.

Dramatic feature of the new ACOUSTONE ceiling de-

sign is a free-flowing recessed area with concealed indirect light. The high light reflection of ACOUSTONE acoustical tile helps provide smooth, glareless overall light to stimulate purchases.

Low comfortable chairs that invite relaxation are grouped at wide-spaced intervals for increased privacy.



# ACOUSTONE sets the scene for courtroom drama

**T**HE problem of readying the handsome U. S. Federal District Court's East Court Room in Cleveland for an important trial was complicated by ornate room decoration. Noise-box hearing conditions hampered judge, attorneys, witnesses and spectators, making necessary some acoustical treatment, but the complicated ceiling design prevented an ordinary installation.

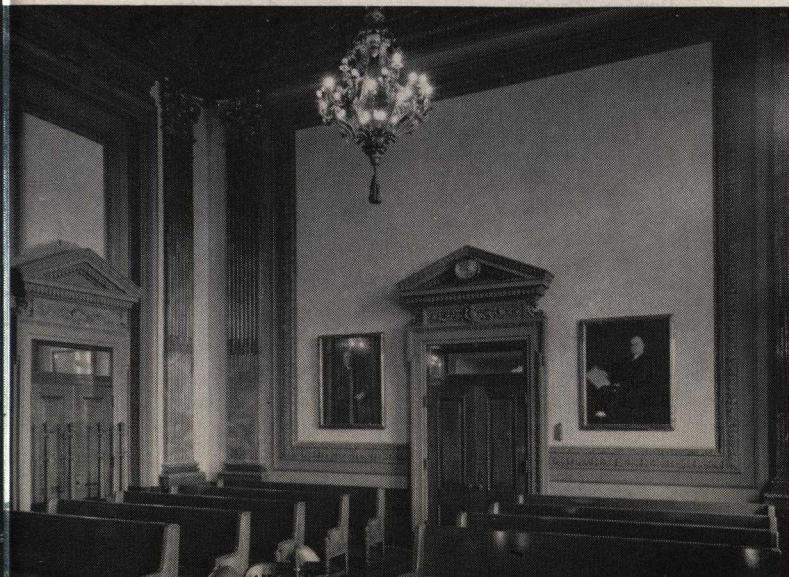
So ACOUSTONE mineral acoustical tile was chosen because of its Travertine marble-like appearance and installed on all walls, blending with the rich decor of the room. Its fast, clean installation and simplicity of cutting and fitting made possible a four-day installation.

ACOUSTONE SOUND CONDITIONING BY H. A. ERF ACOUSTICAL COMPANY, CLEVELAND, OHIO.

● Ornate ceiling design prevented ordinary acoustical installation. ACOUSTONE in wall panels blends with rich surroundings.



● Note how ACOUSTONE has been cut and fitted around architectural features such as the doorway.



**Have you noticed** the versatility

of the UNITED STATES GYPSUM COMPANY



acoustical materials you've seen in this issue? In

every case, the material was chosen primarily

for a different reason—yet each



buyer

gets the benefit of all features. In the crowded

ticket



office, the high noise reduction

was the main factor. Beauty and versatility of

decorative treatment were most important to the



display institute . . . rapid clean instal-

lation to the



court room . . . high

light reflection to stores.

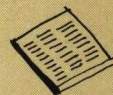


The UNITED

STATES GYPSUM COMPANY has sound conditioning

materials to fit every purpose. They range in ap-

pearance from the unobtrusive efficiency of



AUDITONE, slotted fiber tile, to the luxurious beauty

of



ACOUSTONE, mineral acoustical tile.

SOUND BUSINESS is prepared and published by



**UNITED STATES GYPSUM**

300 W. Adams Street, Chicago 6, Illinois

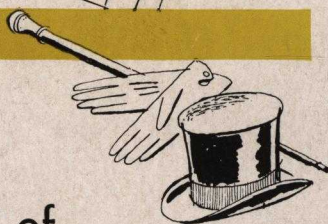
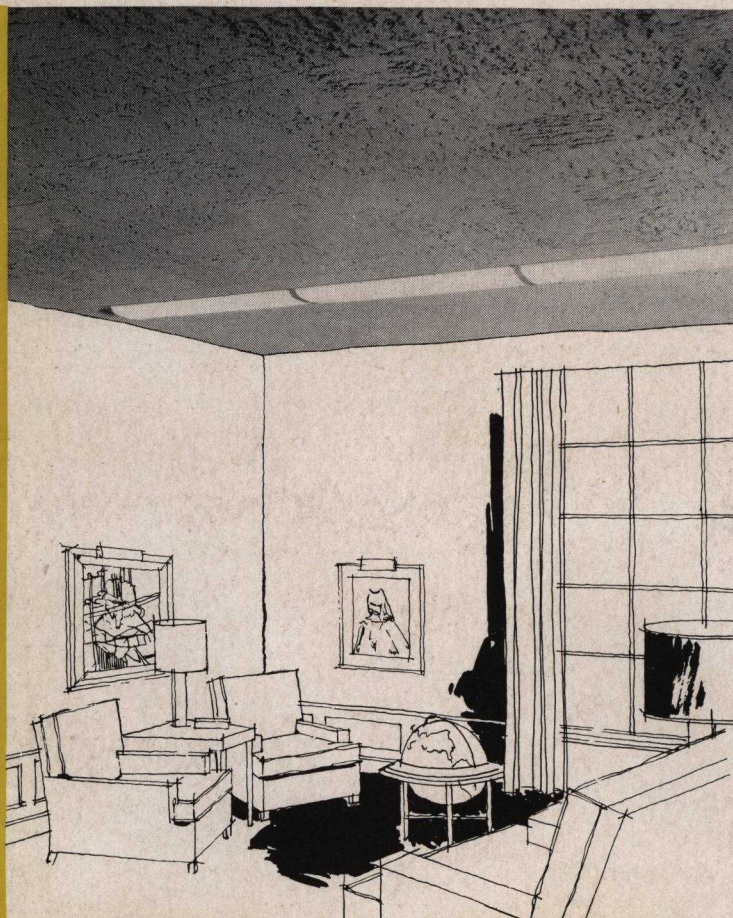
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## ACOUSTONE is the ARISTOCRAT of sound conditioning materials

SOME ROOMS—complete expressions of the pride and interest of their occupants—call for the finest materials to be found . . . a club room . . . a conference room . . . a fine private office . . . a stately dining room. Here a sound-quieting ceiling need not announce itself as utilitarian. For ACOUSTONE gives you all the luxury of sound conditioning—while its rich *natural* resemblance to Travertine marble makes it the perfect complement for fine wall materials, fabrics and furnishings.

You'll value its rapid, clean installation, high light reflection, long life. It is incombustible . . . readily cleaned . . . and may be painted after installation without reducing the noise reduction coefficient.

### Recent U-S-G Sound Conditioning Installations

METROPOLITAN MUSEUM OF  
ART  
New York, New York

PAN-AMERICAN AIRWAYS  
Miami, Florida

UNIVERSITY OF ILLINOIS  
Urbana, Illinois

KANSAS CITY CLUB  
Kansas City, Missouri

HERMAN GARDENS SCHOOL  
Detroit, Michigan

GENERAL MOTORS CORP.  
Detroit, Michigan

ART MUSEUM  
St. Louis, Missouri

KEUFFEL & ESSER CO.  
Hoboken, New Jersey

BELKS DEPARTMENT STORE  
Greensboro, North Carolina

CINCINNATI ENQUIRER  
Cincinnati, Ohio

OHIO STATE UNIVERSITY  
Columbus, Ohio

CONTAINER CORP. OF AMERICA  
Cincinnati, Ohio

SHRINE HOSPITAL  
Portland, Oregon

MORAVIAN COLLEGE  
Bethlehem, Pennsylvania

WYETH & CO.  
Philadelphia, Pennsylvania

KIMBROUGH TOWERS APTS.  
Memphis, Tennessee

MEMORIAL HOSPITAL  
Danville, Virginia

SWIMMING POOL, RACINE  
Y.M.C.A.  
Racine, Wisconsin

ZENITH RADIO CO.  
Chicago, Illinois

VETERANS ADMINISTRATION  
HOSPITAL  
Roxbury, Massachusetts

MINNESOTA MINING & MANU-  
FACTURING CO.  
St. Paul, Minnesota

NAVAL AIR STATION  
Norman, Oklahoma

PRESIDING BISHOP'S OFFICE,  
CHURCH OF LATTER DAY  
SAINTS  
Salt Lake City, Utah

INDIANA & MICHIGAN ELEC-  
TRIC CO.  
Mishawaka, Indiana

RADIO CORRESPONDENTS'  
ROOMS, SENATE & HOUSE  
CHAMBERS, NATIONAL CAPI-  
TOL  
Washington, D. C.

U. S. MARINE AUDITORIUM  
San Diego, California

E. I. du PONT de NEMOURS Co.  
Philadelphia, Pennsylvania

ALUMINUM CO. OF AMERICA  
Cleveland, Ohio

ATLANTIC COAST LINE R. R. CO.  
Wilmington, North Carolina

EASTMAN KODAK CO.  
Rochester, New York

SECOND BANK OF COMMERCE  
Seattle, Washington

HOLLAND FURNACE CO.  
Holland, Michigan

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